The Newark Museum of Art

Position Announcement

Marketing Manager

Background:
Founded in 1909, The Newark Museum of Art (“the Museum”) is one of the most influential museums in the United States and the largest art and education institution in New Jersey. Its extensive collections, which include art from around the world as well as significant holdings of science, technology and natural history, rank 12th in size nationally. The Museum is dedicated to artistic excellence, education and community engagement with an overarching commitment to broadening and diversifying arts participation.

A cultural anchor institution in Newark for more than a century, the Museum advances its mission by operating in the public trust as a museum of service, and as a leader in connecting objects and ideas to the needs and wishes of its constituencies. The Museum’s renowned art collections have the power to educate, inspire and transform individuals of all ages, and the local, regional, national and international communities that it serves. As our mission statement aptly states, “We welcome everyone with inclusive experiences that spark curiosity and foster community”. The Museum responds to the evolving needs and interests of the diverse audiences it serves by providing exhibitions, programming, a research library, partnerships and resources designed to enrich people’s lives.

The Museum’s collections are presented in 91 galleries housed on a seven-acre campus that encompasses the Ballantine House, a Victorian-era mansion—a National Historic Landmark, the Dreyfuss Memorial Garden, and Horizon Plaza. The Museum also features the Alice and Leonard Dreyfuss Planetarium as well as the MakerSPACE, a dedicated maker studio and exhibition space that offers interactive, hands-on activities for visitors all ages that integrate the arts with STEM learning.

Position Objective:
Under the leadership of its Director/CEO, Linda Harrison, The Newark Museum of Art is poised for a chapter of transformation, exciting growth and development. This position is instrumental to raising earned and contributed income to support a transformation of the institution at the same time that the city of Newark is experiencing a transformation of its own.

The Marketing Manager position has been created to align with the Museum’s vision and initiatives with innovative marketing strategies and tactics to build audience for the Museum. The Marketing Manager will be responsible for the Museum’s advertising and marketing strategy and execution, including email marketing, traditional and digital paid advertising, partnership development, and working with the Museum’s website. This position will play a key role in engaging the public with the museum by developing strategies for marketing the entire Museum’s programming, including exhibitions, public programs, and science, education, and community engagement events. The Marketing Manager will create and distribute regular reports to team members across the museum and use data to augment strategy to best achieve goals.

Specific Duties and Responsibilities:
- Manages the Museum’s advertising and marketing campaigns
- Consult with internal and external stakeholders on marketing campaign strategies
- External relationship management with media partners, vendors, agencies, and designers
- Management of multi-channel marketing campaigns
- Supports co-marketing initiatives with related nonprofits, cultural organizations, civic entities, tourism commissions, and corporate partners on a local, statewide, and regional basis. Supports initiatives to view the Museum as a state tourist attraction that will attract visitors throughout the state and region.
Collaboration with internal colleagues, working closely and communicating with all departments
Ensure consistent branding across all marketing channels, including digital and print
Manage the Museum’s email communications through MailChimp, including content, proofreading and scheduling
Work closely with the team on social media advertising strategy and execution
Special projects and other duties as designated by the Director of Marketing & PR including the Museum’s Members publication

Salary: $40,000 - $50,000 a year

Qualifications:
- Bachelor’s degree in marketing, communication, new media, museum studies, or a related field
- 5 to 7+ years’ experience working in a marketing role
- 3+ years of demonstrated progressive leadership experience
- Extensive knowledge of current advertising and marketing landscape and trends
- Proven ability to create efficient and effective marketing campaigns
- Excellent knowledge of digital advertising and social media paid marketing
- Knowledge of email marketing and experience working with databases
- Proven ability to plan schedules, track progress, prioritize tasks, and meet deadlines across projects both large and small in scope
- Expertise in the following core competencies: Working with people, delivering results and meeting expectations, learning and researching, creating and innovating, planning and organizing
- Passion and curiosity for art museums, writing, current marketing trends, analytics, and community
- Excellent verbal and written communication skills
- Museum Industry experience a plus, but is not required

Physical Demands: The physical demands described here are representative of those that are to be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable persons with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to use speech or hear; use hands for computer usage and occasionally move around in the Museum galleries.

If you are interested in a position at the Museum, please submit your resume and letter of interest to:

Human Resources
The Newark Museum of Art
49 Washington Street
Newark, NJ 07102
Fax: 973.642.0459
Email: humanresources@newarkmuseumart.org

Equal Opportunity Employer: The Newark Museum of Art does not discriminate against candidates based on race, age, gender, sexual orientation, physical disabilities or any other category protected by law in all employment decisions, including but not limited to recruitment, hiring, compensation, training, promotion, lay-off and termination, and all other terms and conditions of employment.